

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62-17  
ABF Dec.—Ptd. in U.S.A.

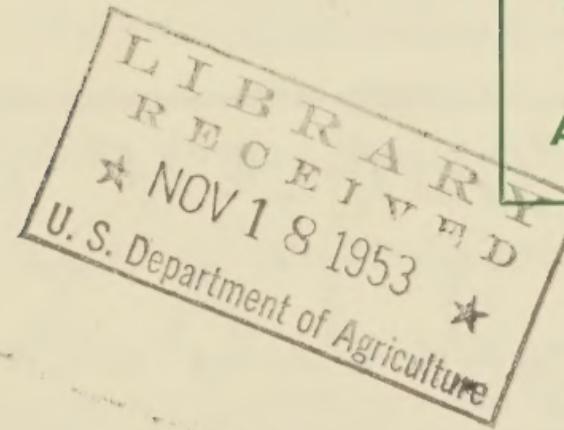
RETURN POSTAGE GUARANTEED

*John's*  
PLANTS SEEDS BULBS

APOPKA, FLORIDA



"I WANT SOMETHING TO PEP UP THE NEXT  
MEETING OF OUR GARDEN CIRCLE"



SEC. 34.66 P.L.&R.  
U. S. POSTAGE  
**1½c Paid**  
APOPKA, FLA.  
PERMIT NO. 4





# Here Is a Foliage Plant Good Enough to Stake Our Reputation On!

Yes, from out of the rich  
green BRAZILIAN JUNGLE  
comes the newest, most  
fascinating of all the  
PHILODENDRONS

## PHILODENDRON SELLOURUM JOHNSII

THIS NEW, FAST-SELLING JOHNSII  
IS THE "NON-VINING" PHILO-  
DENDRON WITH LARGE "CUT-LEAVES."

Its beautifully balanced, erect growth  
and dark-green color have captured  
the public desire for plants of contrasting  
foliage and structural design in  
home and office

3" PAPER POT - 4-6 leaves, 8-12" tall

60¢

3" CLAY POT

65¢

4" PAPER POT - 5-7 leaves, 12-20" tall

8 1.25

4" CLAY POT

1.30



## Please Notice: SHIPPING RESTRICTIONS TERMS OF SALE

### SHIPPING UNITS AND WEIGHTS:

The below listed shipping units are the result of years of experience and incorporate the best packaging at plants in order to insure the best arrival condition and also take advantage of the best express weight rates.

Only full boxes of potted plants travel well and your ordering should be so based.

Remember that small orders boost the prorated express cost per plant and cut into your profits.

#### Plants wrapped in WAXED PAPER

Best shipped in units of:

Box of 60 (Approx. wt. 14-19 lbs.)

Box of 100 (Approx. wt. 25-35 lbs.)

Box of 120 (Approx. wt. 30-38 lbs.)

#### Plants potted in PAPER POTS

Shipped **only** in the following units  
but can be assorted as to varieties.

2" pots — 60 or 120 to a box (wt. 15 or 28 lbs.)

2½" pots — 50 or 75 to a box (wt. 18 or 26 lbs.)

3" pots — 50 to a box (wt. 28 lbs.)

4" pots — 25 to a box (wt. 28 lbs.)

#### Plants in CLAY POTS

Shipped **only** in the following units  
but can be assorted as to varieties.

2" pots — 50 to a box (Approx. wt. 25 lbs.)

2½" pots — 40 to a box (Approx. wt. 33 lbs.)

3" pots — 25 to a box (Approx. wt. 30 lbs.)

4" pots — 12 to a box (Approx. wt. 19 lbs.)

**TIME OF SHIPMENT:** Unless otherwise specified by you, your order will be scheduled for immediate shipment.

**TERMS OF SALE:** The savings of extra bookkeeping expense and credit losses helps me to maintain my present low prices in the face of increased production costs. Please send check or money order with your order or it will be shipped C.O.D. For those who wish credit I ask for three weeks to communicate with references.

**CLAIMS:** Every precaution is taken with regard to transit regulations to prevent losses, therefore, in the event of losses due to transit conditions, it is imperative that the consignee file a claim immediately with the carrier.

**10% DISCOUNT:** I can offer you bigger plants, grown especially for you, at a 10% discount if you order 5,000 or more and if you let me know 60 days in advance of shipping date.

Frankly, I add the 5,000 extra cuttings to my regular production quota and set them aside for you. This eliminates risk and is worth the 10% discount. Production planning is a job and a 5,000 order without advance notice is no saving on my part over an order of 100 or 500. Let me hear from you as to how I can work with you on this.

LOW COST PLANTS AVAILABLE YEAR AROUND



**NEPHTHYTIS**  
(Liberica)



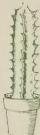
(Variegata) (Green)  
**PEPEROMIA**



**PHILODENDRON**  
(Cordatum)



(Marble Queen)  
(Aureus)  
**POTHOS**  
(Scindapsus)



**CACTUS**  
(Cereus Peruvianus)



**IVY**  
(Hahn)



**IVY**  
(Grape)



**AGAVE**  
(Sisalana) (Decevens)



**NEANTHE BELLA**  
PALM  
(Chamaedorea)



**CRASSULA**  
(Aborescens)



**SERRISA**  
(Foetida-Variegated)



**DRACAENA**  
(Godseffiana)



**CHINESE**  
EVERGREEN  
(A. Simplex)



**PLANT**  
COMBINATION



**PODOCARPUS**  
(Maki)



**ARDISIA**  
(Crenulata)



**SANSEVIERIA**  
HAHNII



**PHILODENDRON**  
JOHNSII  
(Selloum)

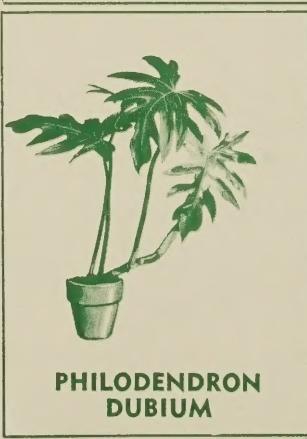


**PHILODENDRON**  
PERTUSUM



**SANSEVIERIA**  
ZEYLANICA

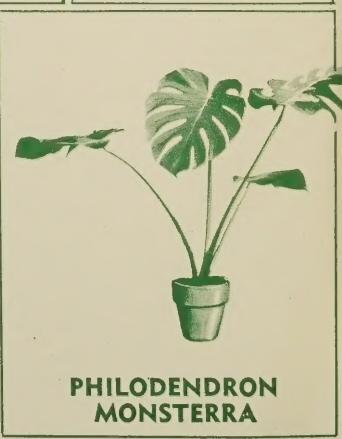
**SANSEVIERIA**  
LAURENTII



**PHILODENDRON**  
DUBIUM



**PHILODENDRON**  
HASTATUM



**PHILODENDRON**  
MONSTERRA



# DESCRIPTION AND PRICES

John  
PLANTS SEE

NAME	DESCRIPTION	PAPER POT	CLAY POT	
<b>NEPHTHYTIS</b>	Large dark green leaves.	2" pot (1 plant) 2½" pot (2 plants) 3" pot (3 plants)	9c 18c 25c	10c 20c 29c
<b>VARIEGATED NEPHTHYTIS</b>	Very colorful, smaller, crinkled leaves.	2" pot (1 plant)	15c	16c
<b>PEPEROMIA</b>	Many waxy, dark green leaves	2" pot (1 plant) 2½" pot (2 plants) 3" pot (3 plants)	9c 18c 25c	10c 20c 29c
<b>VARIEGATED PEPPEROMIA</b>		2" pot (1 plant)	20c	21c
<b>PHILODENDRON</b>	Number 1 in sales. (Cordatum) (Either long or short vines)	2" pot (1 plant) 2½" pot (2 plants) 3" pot (3 plants)	9c 18c 25c	10c 20c 29c
<b>POTHOS AUREUS</b>	Golden Variegation	2" pot (1 plant) 3" pot (3 plants)	9c 25c	10c 29c
<b>POTHOS MARBLE QUEEN</b>	Snowy white variegation.	2" pot (1 plant) 3" pot (1-3 plants)	20c 35c	21c 39c
<b>CACTUS</b>	FROM 2-5" tall in special soil.	2" pot (1 plant)	9c	10c
<b>IVY</b>	Hahn's	2" pot (1 plant) 2½" pot (2 plants)	9c 18c	10c 20c
<b>IVY</b>	Grape—Large plant	2½" pot (1 plant)	18c	20c
<b>AGAVES</b>	Sisalana (Smooth edge) Decepins (Rough edge)	Order either or Both. 2" pot (1 plant)	9c	10c
<b>NEANTHE BELLA PALM</b>		2" pot (1 plant) "Perfect for Dish Gardens or Growing on." — Likes shade.	9c	10c
<b>CRASSULA</b>	Small, bushy and well shaped.	2" pot (1 plant) 2½" pot (1 plant)	9c 18c	10c 20c
<b>SERRISA</b>	Very dainty, woody plant with perfect white margined leaves.	2" pot (1 plant)	9c	10c
<b>DRACAENA</b>	Slender woody plant—Large dark green leaves with white spots.	2½" pot (1 plant)	20c	22c
<b>CHINESE EVERGREEN</b>	4-6 leaves, 5-8" tall, Barerooted . . . . . 5-8 leaves, 8-16" tall, For Every Use—Soil or Water—Planter or Pot	Wax Wrap 3" pot (1 plant)	25c 45c	49c
<b>ARDISIA</b>	Woody, compact. Used in Juvenile stage. 5-8 wavy margined leaves.	2" pot (1 plant) 2½" pot (1 plant)	9c 18c	10c 20c
<b>PLANT COMBINATION</b>	3 pot grown assorted plants frequently varied for best arrangement.	3" pot (3 plants)	25c	29c
<b>PODOCARPUS</b>	Dark green with light green top growth	2" pot (1 plant)	9c	10c
<b>S. LAURENTII</b>	(Gold Banded) The Special, 3-5 leaves, 12-20" tall. The Regular, 2-3 leaves, 15-20" tall. The Rosette, 3-5 leaves, 4-8" tall.	WAX WRAP Bare Rooted. Roots in Sphagnum Moss.	18c 15c 15c 9c	
<b>S. ZEYLANICA</b>	3-4 leaves, 6-10" tall			
<b>S. HAHNII</b>	The New Patented Rosette. Pot Grown—Excellent Color.	2" pot 2½" pot (1 plant)	12c 20c	14c 22c

## LARGE "CUT-LEAF" PHILODENDRONS

P. JOHNSII - Featured on back of circular-

<b>P. PERTUSUM</b> - 4-6 leaves, 16-24" tall <i>This vining beauty is similar to P. Monsterra; but has smaller leaves and vines in juvenile stage.</i>	4" Paper Pots	Minimum order of 12 for \$20.
<b>P. DUBIUM</b> - 3-5 leaves, 10-18" tall		
<b>P. HASTATUM</b> - 4-6 leaves, 10-15" tall		
<b>P. MONSTERRA</b> - 3-4 leaves, 15-24" tall		Order an Assortment.





OCT. NOV. DEC  
Your 1953 ORDER FORM John's

PLANTS SEEDS BULBS

APOPKA, FLORIDA

Ship us as checked, F.O.B. Apopka, Florida, Express Collect

**PLANTS IN WAX PAPER WRAP OR WAXED PAPER POT**

Quantity Wanted	Pot Size	Description	Cost Each
2"		NEPHTHYTIS	9c
2"		PEPEROMIA	9c
2"		PHILODENDRON	9c
2"		POTHOS	9c
2"		CACTUS	9c
2"		AGAVE _____ or _____	9c
2"		ARDISIA	9c
2"		SANSEVIERIA HAHNII	12c
2"		POTHOS MARBLE QUEEN	20c
2"		IVY—HAHN'S	9c
2"		CRASSULA	9c
2"		SERRISA	9c
2"		VARIEGATED NEPHTHYTIS	15c
2"		NEANTHE BELLA PALM	9c
2"		VARIEGATED PEPEROMIA	20c
2"		PODOCARPUS	9c
2 1/2"		DRACAENA	20c
2 1/2"		NEPHTHYTIS	18c
2 1/2"		PEPEROMIA	18c
2 1/2"		PHILODENDRON	18c
2 1/2"		LACE TABLE FERN	20c
2 1/2"		SANSEVIERIA HAHNII	20c
2 1/2"		IVY—HAHN'S	18c
2 1/2"		IVY—GRAPE	18c
2 1/2"		ARDISIA	18c
2 1/2"		CRASSULA	18c
3"		NEPHTHYTIS	25c
3"		PEPEROMIA	25c
3"		PHILODENDRON	25c
3"		POTHOS	25c
3"		CHINESE EVERGREEN	45c
3"		PHILODENDRON JOHNSII	60c
3"		PLANT COMBINATION	25c
3"		POTHOS MARBLE QUEEN	35c
4"		PHILODENDRON JOHNSII	1.25
4"		P. MONSTERA	Minimum 12 plants
4"		P. DUBIUM	
4"		P. HASTATUM	
4"		P. PERTUSUM	

Quantity Wanted	Description	Cost Each
W	TRUE BOSTON	15c
X	BOSTON COMPACTA	12c
W		
R		
A	CHINESE EVERGREEN	25c
P	S. ZEYLANICA	9c
P	S. LAURENTII (REGULAR)	15c
E	S. LAURENTII (SPECIAL)	18c
D	S. LAURENTII (ROSETTE)	15c

**YOUR BULB ORDERS**

Quantity Wanted	Diameter	Description	Cost Each
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

**YOUR AZALEA ORDERS**

Quantity Wanted	Pot Size	Paper	Clay	Variety	Cost Each
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

**FOR GROWING ON**

4-5 leaf NEPHTHYTIS	7c
4 leaf PEPEROMIA	7c
4-5 leaf PHILODENDRON	7c
Thous. PHILODENDRON EYES	\$15.00
Thousand POTHOS EYES	\$20.00

**CYPRESS WOOD PLANTERS**

Assts. of	# 15 Rocking Chairs
	# 16 Wheelbarrows
\$21.60	24 planters and plants

**PLANTS IN CLAY POTS  
TO BE SHIPPED UNDER SEPARATE COVER.**

Quantity Wanted	Pot Size	Description	Cost Each
2"		NEPHTHYTIS	10c
2"		PEPEROMIA	10c
2"		PHILODENDRON	10c
2"		POTHOS	10c
2"		CACTUS	10c
2"		AGAVE _____ or _____	10c
2"		ARDISIA	10c
2"		SANSEVIERIA HAHNII	14c
2"		POTHOS MARBLE QUEEN	21c
2"		IVY—HAHN'S	10c
2"		CRASSULA	10c
2"		SERRISA	10c
2"		VARIEGATED NEPHTHYTIS	16c
2"		NEANTHE BELLA PALM	10c
2"		VARIEGATED PEPEROMIA	21c
2"		PODOCARPUS	10c
2 1/2"		DRACAENA	22c
2 1/2"		NEPHTHYTIS	20c
2 1/2"		PEPEROMIA	20c
2 1/2"		PHILODENDRON	20c
2 1/2"		SANSEVIERIA HAHNII	22c
2 1/2"		IVY—HAHN'S	20c
2 1/2"		IVY—GRAPE	20c
2 1/2"		ARDISIA	20c
2 1/2"		CRASSULA	20c
2 1/2"		LACE TABLE FERN	22c

Quantity Wanted	Pot Size	Description	Cost Each
3"		NEPHTHYTIS	29c
3"		PEPEROMIA	29c
3"		PHILODENDRON	29c
3"		CHINESE EVERGREEN	49c
3"		PHILODENDRON JOHNSII	65c
3"		PLANT COMBINATION	29c
3"		POTHOS	29c
3"		POTHOS MARBLE QUEEN	39c
4"		PHILODENDRON JOHNSII	\$1.30

Ship to

62.17

= 1953 =

Ra

# Special Offer!

**SEE POSTCARD ENCLOSED**

**What is this worth to YOU?**

Let me send you \$18 worth of assorted plants of my selection, with the understanding that in 30 days you are only to pay me for them in whatever amount you think they are worth. There is no catch or trick about this, at all.

I am running a nursery, and the only way that I solicit business is by circular. I selected you, out of the total mailing—people to whom I send circulars right along, and have had no answer.

I think my products will sell themselves, and so, instead of spending money on the advertising, I would rather use up the expense in sending plants to people.

Of course the whole hope is that, after you have had this \$18 assortment, at no risk to yourself, that you will develop into a steady customer.

All I ask is that, thirty days after the receipt of the shipment, that you send me a check for whatever you think fair, or a notation as to why you are not sending me anything.

The shipment will go forward express collect, from here, and you would be out only the express charges, and I will carry the risk on the eighteen bucks worth.

Finally, this offer is only available for the next thirty days, and providing that you send your acceptance on the enclosed card.

If you can figure out something fairer and more sensible than this idea, I would like to know it.

Might I hear from you?

Sincerely,  
JOHN'S

Postage  
Will be Paid  
by  
Addressee

No  
Postage Stamp  
Necessary  
If Mailed in the  
United States

## BUSINESS REPLY CARD

FIRST CLASS PERMIT No. 4, Sec. 510 P.L.&R. APOPKA, FLORIDA

*John's*

APOPKA, FLORIDA

JOHN'S, Apopka, Florida.

Send me \$18 value in assorted plants, on the basis of your special offer.

Signed \_\_\_\_\_

Library  
U.S. Dept of Agriculture  
Washington 25, D. C.

THE PODOCARPUS OFFER IN YOUR  
NEW FOLDER ALSO INTERESTS ME.  
SEND ME THE ASSORTMENT  
CHECKED BELOW:

1  2  3  4

IF ABOVE NAME AND ADDRESS  
ARE NOT CORRECT, PLEASE INDICATE  
ON THIS CARD ANY CHANGE  
YOU WISH US TO MAKE.